A Comparative Study of AI and Human Influencer on Brand Engagement for Selected Smart Devices among Gen Z.

Synopsis of the Research Proposal

Submitted for the Registration in the

Ph.D. Programme

in

Management

By

Dagli Priya Himanshu
(Enrollment No. 25JPPHNDMS013)

Under Supervision of

Dr. Shiv Kumar
Associate Professor

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TABLE OF CONTENTS

Sr.		PARTICULARS	PAGE NO.
1.		Introduction	1
2.		Literature Review	2
3.		Present Study	5
	3.1	Statement of the Problem	5
	3.2	Rationale of the Study	5
	3.3	Gap Analysis	6
	3.4	Objective of the study	7
	3.5	Research Question & Hypotheses	
		Research Question	7
		Hypotheses	8
4.		Methodology	8
	4.1	Research Design	8
	4.2	Sample	8
	4.3	Operational Definition of Variable	9
	4.4	Construct Table	10
	4.4	Hypothesis Relationship Map	13
	4.5	Data Collection	14
5.		Data Analysis	15
6.		Limitations	15
7.		Work Plan	15
8.		References	16

Abstract

The emergence of artificial intelligence (AI) in digital marketing has led to the creation of a new category of virtual social media personas called AI influencers, which can perform tasks such as producing brand content, interacting with customers, and promoting products without any human intervention. The emergence of this new category of influencers has important implications for marketers of Generation Z (Gen Z, born between 1997 and 2012), a generation of customers who place a high premium on authenticity, legitimacy, and real social connections as a prerequisite for interacting with a brand. Despite the increasing popularity of AI influencers as a marketing tool, little comparative empirical research has been conducted on their comparative ability to influence customers as compared to human influencers, especially for high-involvement products such as smart devices.

The synopsis provided is for a research-based doctoral dissertation, which aims to examine the influence of different types of influencers, i.e., AI influencers versus human influencers, on brand engagement among Gen Z of smart devices, through four different psychological mediators, i.e., perceived authenticity, content credibility, parasocial interaction, and visual appeal. The research also aims to examine whether different types of social media platforms, i.e., Instagram versus YouTube, influence the relationship between influencer type and brand awareness. The research is based on source credibility theory (Hovland et al., 1953), parasocial interaction theory (Horton & Wohl, 1956), elaboration likelihood model (Petty & Cacioppo, 1986), and social comparison theory (Festinger, 1954), and it is based on a mixed-methods research approach, including both bibliometric research, qualitative depth interviews, and a quantitative survey of 300 Gen Z. The research aims to make significant contributions to theoretical research in the area of influencer marketing and AI marketing communications. It is also expected to provide valuable insights for marketers of smart devices.

Keywords: *AI influencers, human influencers, brand engagement, Gen Z, smart devices.*

1. “Introduction”

The rise of influencer marketing as a key brand communication strategy has caused a major change in the world of social media marketing. Smartphone, smartwatch, wireless earbuds, smart home devices, and wearable devices brands often use the social influence and trust that influencers give them to get young customers who don't like traditional advertisements (Lou & Yuan, 2019). In 2023, the global influencer marketing market was worth $21.1 billion. The segment for technology and smart device brands had a lot of room to grow (Statista, 2024).

In this context, a disruptive innovation in the form of AI-generated 'Virtual Influencers,' i.e., photorealistic or stylized computer-generated characters designed to produce content, interact with followers, and promote brands without human identity, has emerged in the form of popular AI influencers such as 'Lil Miquela,' 'Imma,' and 'Noonoouri,' which have gained millions of followers worldwide and partnered with technology and smart devices brands (Sands et al., 2022). Thus, a question that arises in this context is: Do Gen Z behave differently towards AI influencers as opposed to human influencers? What are the underlying psychological mechanisms for these differences? Does the social media platform also play a role in these differences?

Generation Z is the key customer segment for smart devices, and at the same time, this group of customers has also been the most active customer of influencer marketing on social media platforms, including Instagram, YouTube, (Francis & Hoefel, 2018; GWI, 2023). The literature has also demonstrated that Gen Z are concerned with the importance of authenticity, transparency, and relational connections, which may create tension in the context of AI-created influencer marketing (Seemiller & Grace, 2019). The importance of Gen Z in this regard is of significant interest to both theory and practice.

This research fills an evident gap in the current body of knowledge by undertaking a comparative analysis of the effectiveness of AI and human influencer marketing on four distinct aspects: perceived authenticity and brand trust, content believability and purchasing intention, parasocial interaction and brand engagement behavior, visual appeal and attitude formation towards brands. This research contributes to both the theory and practice of influencer marketing and offers practical advice for smart device marketers.

2. “Literature Review”

2.1 “Influencer Marketing and Brand Engagement”

"Influencer marketing is a marketing practice where influencers use their social influence, audience loyalty, and content creation skills to promote a brand and shape customers' attitudes and behaviors." De Veirman et al. (2017) have identified the importance of influencers' characteristics, the number of followers and divergence of the influencer's content, on brand attitude. Furthermore, Hollebeek et al. (2014) proposed the now-cited three-dimensional conceptualization of brand engagement as a critical construct for marketing research, serving as the framework of the proposed study's dependent variables. Finally, Lou and Yuan (2019) have shown the effect of influencers' trustworthiness and expertise on purchase intention through the mediator of content quality.

Three key constructs of influencer marketing, namely, authenticity, trust, and parasocial relationship, were found to be the most consistently supported constructs as antecedents of positive brand engagement by Vrontis et al. (2021) in their systematic review of 214 influencer marketing studies, providing direct relevance to the current research in the selection of the mediating variables. The current research also extends the work of Schouten et al. (2020), who found that peer influencers were more effective than celebrity influencers on purchase intention through perceived similarity and trustworthiness, and Sokolova and Kefi (2020), who showed that the relationship between attractiveness and purchase intention was fully mediated by parasocial relationship on Instagram and YouTube, the two social media platforms that are examined as moderators in the current research.

2.2 AI and Virtual Influencers

Moustakas et al. (2020) conducted the first categorization of influencer characteristics in the context of AI, where the key determinants of commercial effectiveness were identified as visual realism, personality consistency, and content quality. Sands et al. (2022) observed a consistent human influencer advantage in terms of trustworthiness and purchase intention in experimental research, which they linked to the uncanny valley effect. Arsenyan and Mirowska (2021) observed that the level of psychological distance between customers and AI influencers was mediated by anthropomorphism, with highly humanised AI influencers reaching levels of trust comparable to human influencers.

In their study on AI influencer marketing, Guo et al. (2022) established that visual attractiveness was a significantly stronger predictor of engagement for AI than for human influencers. This establishes a compensatory function for visual appeal in relation to AI influencer marketing effectiveness and therefore directly supports the need to include visual appeal as a mediating factor. Fernandes and Moreira (2023) established that Gen Z were significantly less skeptical about AI than older customers. This establishes the suitability of Gen Z for this study. Miao et al. (2022)

established in their meta-analysis study that AI agents outperform human agents on consistency of information and underperform on trust and warmth.

2.3 Perceived Authenticity and Brand Trust

Authenticity is seen as a fundamental component of the success of influencer marketing (Audrezet et al., 2020). Moulard et al. (2015) proposed a measure of human brand authenticity through its sincerity, naturalness, rarity, and heritage aspects. The authors propose the fundamental measure of authenticity, which was adapted for this study. Reinikainen et al. (2020) showed that perceived authenticity fully mediates the relationship between influencer self-disclosure and Instagram brand engagement. Kim and Kim (2021) showed that Gen Z base their evaluation of AI influencer authenticity on a qualitatively unique standard, which focuses on personal consistency and transparency rather than personal sincerity, a finding directly relevant to the comparative measurement approach of this study.

Taste et al. (2022) discovered that the human influencer authenticity advantage was diminished by high product-influencer fit, especially for products categorized under technology. This is relevant to the smart device scenario. Evans et al. (2017) established that advertising disclosure reduces perceived authenticity. However, this was subject to moderation by parasocial relationship strength. This study connects authenticity and parasocial interaction. Morgan and Hunt (1994) established brand trust as an outcome of perceived authenticity in relationship marketing. This study is what motivates objective one of this research.

2.4 Content Credibility and Purchase Intention

Source credibility theory (Holvand et al., 1953; Ohanian, 1990) identifies expertise and trustworthiness as the primary dimensions of credibility that influence persuasion. Erkan & Evans (2016) have also adapted the theory to social media platforms, confirming that information credibility was the strongest predictor for purchase intention among social media users. Jin et al. (2019) have also compared human versus virtual influencer credibility for luxury brands, confirming that source credibility fully mediated the relationship between influencer type and purchase intention, making it the closest study to the current one in terms of antecedents.

However, Freberg et al. (2011) showed that social media influencers are considered more credible on relational dimensions, but less on epistemic dimensions, which is important in the context of the comparison between AI and human influencers. Djafarova and Rushworth (2017) showed that the credibility of micro-influencers was even higher on the dimensions of similarity and relatability, whereas Chekima et al. (2020) supported the importance of expertise as the most significant dimension of credibility. McCroskey and Teven (1999) introduced the dimension of goodwill as the most important dimension of credibility, which refers to the influencer's concern for the audience, something that would be impossible for AI influencers to attain.

2.5 Parasocial Interaction and Brand Engagement Behaviour

The parasocial interaction theory, as proposed by Horton and Wohl (1956), is "the illusion of face-to-face relationship which develops when a person is exposed to a persona of a television or other mass media figure." Dibble et al. (2016) differentiated parasocial interaction from parasocial relationship, noting that parasocial relationship is more significant for brand outcomes. Chung and Cho (2017) showed that parasocial relationship is a significant predictor of brand engagement, mediated by brand trust. Yuan and Lou (2020) showed that parasocial bonds of Gen Z are of significant intensity, establishing both the theoretical and amplifying significance of this mediating role.

Rubin et al. (1985) created the basic PSI measure employed by the present study's PSI scale, while Sokolova and Kefi (2020) established the full mediation role of PSI for attractiveness-purchase intention effects on Instagram and YouTube, the two conditions included in the present study's objective five. Finally, Stein et al. (2022) established the role of perceived similarity for the creation of PSI, both from human and AI sources, at significantly lower baseline levels for the latter, providing the theory for the proposed comparative hypothesis for this mediator.

2.6 Visual Appeal and Brand Attitude Formation

This includes the aesthetic quality, the level of sophistication, color harmony, and design coherence of visual content. Cyr et al. (2006) showed that visual appeal was the strongest predictor of online trust through an affective mechanism resulting in positive emotions being transferred to the promoted entity. Fogg et al. (2002) discovered that visual design was ranked as the most important factor by 46% of users as a basis of credibility judgments, thus establishing visual appeal as a heuristic credibility cue, especially relevant to AI influencers whose major advantage is the quality of production.

Guo et al.'s (2022) study also verified that the predictive power of the visual attractiveness was significantly higher for AI influencers than for human influencers, directly motivating the present research’s objective four. Knoll and Matthes (2017) also verified, via their meta-analysis, that the effect of attractiveness on brand attitude was mediated by affective transfer, whereas Kim and Johnson (2016) showed that the quality of the visual content of the social media brand page was able to predict the engagement metrics, including likes, comments, and shares, on social media brand pages. MacKenzie and Lutz (1989) showed that brand attitude was a function of the attitude toward the ad, thereby providing the chain of effects from the attractiveness of the ad to the formation of brand attitude.

The social media platform context is also seen to play a vital role in shaping the content created, distributed, and consumed through influencer marketing. Instagram, with its characteristic feature being static image or short-form video content, places importance on aesthetic appeal and aspirational presentation, while YouTube, with its characteristic feature being long-form video content, allows for deeper information delivery, narrative development, and parasocial relationship

development (Sokolova & Kefi, 2020). These differences in social media platforms are theoretically postulated to moderate the influencer type's effect on brand awareness, where YouTube's long-form video content may enhance the human influencer's authenticity advantage over AI influencers, while Instagram's focus on aesthetic appeal may minimize the difference between AI and human influencers.

Voorveld et al. (2018) showed the differential engagement on social media platforms by proving the theoretical rationale for the moderating effect of the type of platform for media experience, content type, and audience expectation. In a study by Hughes et al. (2019), the effectiveness of an influencer on Instagram was more influenced by the visual appeal and aspirational identification than the effectiveness on YouTube, which was more influenced by the expertise and parasocial relationship.

3. Present Study

3.1 Statement of the Problem

Despite the quick commercial development of AI influencers in the marketing of smart devices for Gen Z, the academic literature has not conducted a rigorous, theoretically grounded, and empirically supported comparative examination of the relative effectiveness of AI versus human influencers that also considers multiple psychological mediation mechanisms and platform moderation. Current studies have only considered virtual influencers in isolation or have only considered a single mediation mechanism, leaving several critical questions about the relative effects of authenticity, credibility, parasocial interaction, and visual appeal on influencer type effects without clear answers. Furthermore, the moderating role of social media platforms on the influencer type-brand awareness relationship has not received any empirical attention.

This is a practically relevant issue for several reasons, not least that smart devices brands need to apportion influencer marketing budgets between AI and human influencer marketing, and Instagram and YouTube platforms, without any empirical evidence of which combination will deliver superior brand engagement outcomes for their primary customer segment, Gen Z, which is the target market for smart devices. This research is a direct attempt to address this knowledge gap with systematic comparative findings for all four research objectives.

3.2 Rationale of the Study

This research is motivated by three pressing and converging imperatives. First, the theoretical imperative. The burgeoning nature of AI influencer marketing requires theoretical frameworks capable of explaining the role of the artificial nature of AI personas on authenticity perceptions, credibility evaluations, parasocial relationships, and visual engagement responses.

Second, the population is imperative. Gen Z customers represent the primary demographic segment of smart device customers across the globe. Third, the contextual imperative. The smart device product category, characterized by high customer involvement coupled with high technological congruence for AI influencers, presents a unique context to explore the debate of AI influencers and human influencers.

Another set of motivations for this research is based on its potential contribution to marketing practice in India. India has a very large and growing Gen Z population, which is among the largest in the world, with over 375 million Gen Z, and is also among the fastest-growing markets for smart devices and influencer marketing investments. The absence of empirical data from India in the AI influencer marketing body of knowledge is a void that this research aims to fill.

3.3 “Gap Analysis”

A review of the available literature reveals that the following particular research gaps exist in the literature that this study aims to fill:

- The relative impact of AI and human influencers has not been studied so far on all four mediating variable perceived authenticity, content credibility, parasocial interaction, and visual appeal—within an integrated framework
- Very few articles focus on brand trust where perceived authenticity on product category called smart devices specifically on AI vs Human Influencer .so a research gap was established.
- There is no consistency in the category of smart device when it comes to the benefit of smart device, it has been underrepresented in the literature of AI vs Human Influencer as compared to brands category for fashion, beauty, luxury etc
- Empirical research on the Indian Gen Z market context for the relative study of AI versus human influencers has not been studied in abundance.

3.4 “Objectives of the Study”

“The objectives of the study are as follows:”

1. To examine and compare the perceived authenticity between AI and human influencers.

2. To assess and compare the extent to which content credibility for AI and human influencers influences the purchase intention for the smart device market among Gen Z.

3. To examine the extent and nature of parasocial interaction among Gen Z between AI and human influencers.

4. To study the influence between the content generated by AI and human influencers for Visual Appeal on Attitude Formation.

3.5 “Research Questions and Hypotheses”

“Research Questions”

“RQ1: Is there a significant difference in the perceived level of authenticity between AI influencers and their human counterparts, and does the perceived level of authenticity have a significant impact on the level of trust that Gen Z smart device customers have in the brand?”

“RQ2: Is there a significant difference between the effect of the credibility of the content of AI influencers and that of their human counterparts on the purchase intention of Gen Z smart device customers?”

“RQ3: What is the nature and extent of the parasocial interaction between Gen Z smart device customers and AI influencers, as well as their human counterparts, and the extent to which the interaction influences brand engagement behavior?”

“RQ4: Is there a significant difference between the effect of the visual appeal of the content of AI influencers and that of their human counterparts on the formation of brand engagement among Gen Z on smart devices?”

Hypotheses

H1a: "*Human/AI influencers will have a significant impact on perceived authenticity by Gen Z in the smart device market."*

H1b: "*Perceived authenticity will have a significant effect on brand engagement among Gen Z."*

H2a: "*Human/AI influencers will have a significant impact on content credibility by Gen Z in the smart device market."*

H2b: " *Content Credibility will have a significant effect on brand engagement among Gen Z."*

H3a: " *Human/AI influencers will have a significant impact on Parasocial Interactions by Gen Z in the smart device market."*

H3b: "*Parasocial Interactions will have a significant effect on brand engagement among Gen Z."*

H4a: "*Human/AI influencers will have a significant impact on Visual Appeal by Gen Z in the smart device market."*

H4b: "*Visual appeal will have a significant positive effect on brand engagement among Gen Z."*

4. "Methodology"

4.1 "Research Design"

In this study a quantitative study using a survey experiment design to validate the proposed research hypotheses. This design is appropriate for this study as the phenomenon under investigation.

4.2 Sample

The target population for this study will include Gen Z customer, aged between 18 and 27 years, living in urban India and who (a) own or use a smart device, (b) are active users of Instagram and/or YouTube, and (c) have a following of at least one social media influencer. A sample of 300 will be used for the quantitative data collection. This sample size meets the criteria for CB-SEM, as proposed by **Hair et al.** (2014), which suggests that the sample size for CB-SEM should be $n \geq$

200 for studies with five or more constructs, the 10 times items rule, which suggests a sample size of 10 * 30 items = 300, and also meets the criteria for stable parameter estimates, as proposed by **Kline** (2016).

4.3 Operational Definition of Variables

4.3.1 "Independent Variable"

Influencer Type (AI vs. Human Influencer): The independent variable is defined and measured by creating a binary categorical variable. In the AI influencer type, participants are exposed to content posted by a computer-generated virtual influencer who is identified and presented to them as an AI-generated influencer. In the human influencer type, participants are exposed to content posted by a human social media influencer with an equivalent number of followers and engagement rate. The human influencer promotes an equivalent smart device product.

4.3.2 Dependent Variable

Brand Engagement is the main dependent variable and is defined by Hollebeek et al. (2014) as a three-dimensional construct:

•**Cognitive Engagement**: The level of mental processing and elaboration by the customer on influencer content related to the brand (e.g., thinking about the brand, learning about its features).

• **Emotional Engagement:** The emotions evoked by influencer content related to the brand (e.g., enthusiasm, inspiration, positive emotions toward the brand).

• **Behavioral Engagement:** Actions related to the brand (e.g., sharing, commenting, searching for information about the brand, buying intentions).

4.3.3 Mediating Variables

• "**Perceived Authenticity":** The extent to which the influencer is perceived as authentic, sincere, and transparent in promoting the smart device. This is measured using a 6-item scale developed from Audrezet et al. (2020) and Moulard et al. (2015).

• "**Content Credibility":** The extent to which the influencer is perceived as credible, expert, and accurate in promoting the smart device through the influencer's content. This is also measured using a 6-item scale developed from Ohanian (1990) and McCroskey & Teven (1999).

• "**Parasocial Interaction":** The extent to which the customer develops a personal, intimate, and emotional connection with the influencer. This is also measured using a 6-item scale developed from Rubin et al. (1985) and Dibble et al. (2016).

• "**Visual Appeal":** The extent to which the influencer's content promoting the smart device is perceived as aesthetically appealing, visually attractive, and of good production quality. This is also measured using a 6-item scale developed from Cyr et al. (2006) and Fogg et al. (2002).

4.4 Construct Table

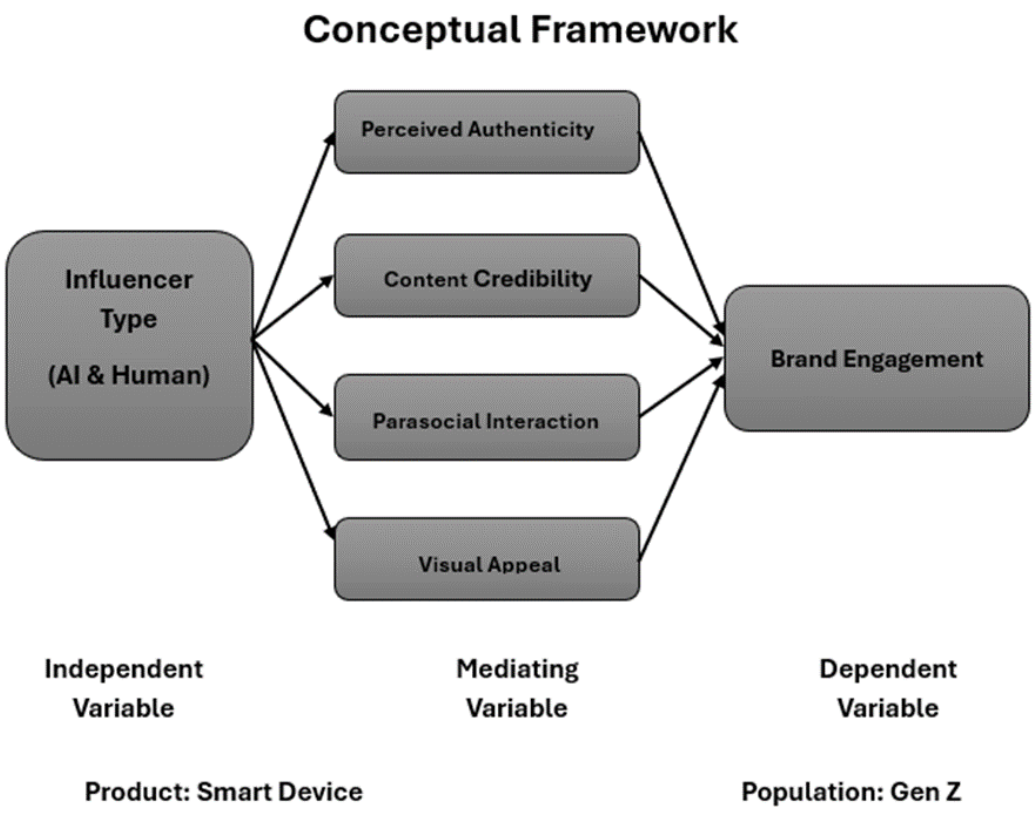
Code	Item	Description	Author	Journal / Publication
Perceived Authenticity				
PA1	Transparency	Honest opinions are shared by this influencer about the smart device.	Moulard, Garrity & Rice (2015)	*Psychology & Marketing*
PA2	Genuineness	This influencer feels real and unscripted content created about smart devices.	Lou & Yuan (2019)	*Journal of Interactive Advertising*
PA3	Sincerity	This influencer believes in promoting the smart device.	Audrezet, de Kerviler & Guidry Moulard (2020)	*Journal of Business Research*
Content Credibility				
CC1	Accuracy	The Content of this influencer is well-researched and fact-based about Smart Device	McCroskey & Teven (1999)	*Communication Monographs*
CC2	Trustworthiness	The information provided is reliable and accurate for smart devices by this influencer.	Hovland, Janis & Kelley (1953)	*Communication and Persuasion (Book)*
CC3	Expertise	This influencer have indepth	Ohanian	*Journal of*

		knowledge about smart devices and their features.	(1990)	*Advertising*
Parasocial Interaction				
PI1	Emotional Bond	I feel an emotional connection with this influencer when I watch their content.	Chung & Cho (2017)	*Cyberpsychology, Behavior & Social Networking*
PI2	Perceived Understanding	This influencer understands people centric approaches(what people like) in smart devices.	Yuan & Lou (2020)	*Journal of Interactive Advertising*
PI3	Perceived friendship	Gen Z feel like they know this influencer personally, even though we have never met.	Horton & Wohl (1956)	*"Psychiatry: Journal for the Study of Interpersonal Processes"*
Visual Appeal				
VA1	Product Desirability	This influencer shows visually the desirability to buy this smart device.	Knoll & Matthes (2017)	*International Journal of Advertising*
VA2	Viewing Experience	Gen Z enjoys watching the way these influencers edit and present the content.	Lee & Watkins (2016)	*Computers in Human Behavior*
VA3	Aesthetics	The visual presentation of this influencer's smart device content is attractive and appealing.	Cyr, Head & Ivanov (2006)	*International Journal of Human-Computer Studies*
Influencer				
I1	Artificial Intelligence	Trusting Product review and recommendation made by AI influencer	Tran (2023)	*"Journal of Retailing and Consumer Services"*
I2	Human Influencer	Personality of Human Influencer makes	Ladhari et al. (2020)	*"Journal of Retailing and*

		recommendations for smart devices.		*Consumer Services"*
Brand Engagement				
BE1	Cognitive Engagement	Understanding of Brand Attributes on content of influencers about smart devices.	Ahmed et al. (2024)	*Psychology & Marketing*
BE2	Emotional Engagement	Emotionally stimulated & inspired by influencer content related to smart device brands	Frontiers (Gen AI – Gen Z)(2025)	*Frontiers in Communication*
BE3	Behavioural Engagement	Actively follow influencers on social media platforms because of their smart device content	Akhtar et al. (2024)	*"Journal of Retailing and Consumer Services"*

Notes: "All items measured on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree)".

4.5 Hypothesis Relationship Map



This conceptual framework is designed from the The Hollebeek Consumer Brand Engagement (CBE) Model, To establish a theoretical foundation for Brand Engagement, this study adopts the Hollebeek (2011) Model. This model is the most suitable because it defines engagement as a multidimensional construct comprising affective, behavioral and cognitive dimensions, which aligns with selected variables:

- **Cognitive Dimension:** Represented by Content Credibility and Perceived Authenticity, where the Gen Z audience processes the information provided by the Influencer Type.
- **Affective Dimension:** Represented by Parasocial Interaction, capturing the emotional bond between the follower and the AI or Human influencer.
- **Behavioral Dimension:** Represented by the Dependent Variable: Brand Engagement, specifically regarding the Smart Device product category.

4.6 Data Collection

4.6.1 Universe of the Study

The universe of this study is Gen Z customers, who are 18-27 years of age, residing in urban India, and are active users of social media platforms like Instagram and/or YouTube, and own a smart device. The Gen Z population of India is more than 375 million people, of which about 60% reside in urban areas of India and are active users of social media (IAMAI, 2023). The accessible universe for this research is Gen Z students or early-stage professionals who are currently enrolled in or have recently graduated from higher education institutions in Tier 1 and Tier 2 cities.

4.6.2 Sampling Design

The study will utilise convenience sampling to select participants who arereadily accessible via o nline platforms. Since many active social media users interact with influencers, the sample is likely to include people who have seen both AI and human influencer content before. We will reach participants by sending out online surveys through university networks and social media sites. We will focus on people who use social media a lot and engage with content created by influencers. Participants will be reached through online survey distribution via university networks and social media platforms, targeting active social media users who regularly engage with influencer-driven content.

.4.6.3 Tools

4.6.3.1 Quantitative Tools

- Structured online survey instrument (Google Forms)
- 5-point Likert scale questionnaire (30 items across 8 constructs)

4.6.3.2 Techniques

4.6.3.2.1 Quantitative Techniques

- Confirmatory Factor Analysis (CFA) in AMOS for construct validity assessment (convergent validity, discriminant validity, composite reliability, AVE)
- Covariance-Based Structural Equation Modelling (CB-SEM) in AMOS for hypothesis testing of mediation pathways
- Common method bias assessment using Harman's single factor test and marker variable technique

5. Data Analysis

5.1 “Software for Quantitative Data Analysis”

Quantitative data will be analysed using the following software:

- IBM SPSS AMOS 29: Confirmatory factor analysis (CFA) for measurement model assessment and covariance-based SEM (CB-SEM) for structural model testing. Model fit will be evaluated using CFI ≥ 0.95, RMSEA ≤ 0.06, SRMR ≤ 0.08, and TLI ≥ 0.95 (Hu & Bentler, 1999).

6. “Limitations”

This study acknowledges the following limitations that should be considered when interpreting findings and designing future research:

1. Cross-sectional study: This quantitative study is based on a cross-sectional study. It is assumed that longitudinal research would be more appropriate to study the dynamics of parasocial relationship development and authenticity perception with repeated exposure to AI influencer content.
2. Geographic scope: This study is based on a sample of Gen Z customers from urban India. It is assumed that cross-validation of these results in different geographic locations would be useful to draw boundary conditions for these results.
3. Technology evolution of AI influencer: Due to the fast-changing nature of AI visual generation technology, the particular characteristics of AI influencer content used as a stimulus could become outdated, necessitating repeated studies as the technology evolves.

7. Work Plan of the Research

The research will be completed over a 36-month period, organized into six phases:

Proposed Time Frame	**Milestone to be Achieved**
6 Months	Review of literature
6 Months	Research Design and Questionnaire Development, Publication of First Research Paper

5 Months	Google form for Data Collection and Publication of Second Research Paper
4 Months	Data Analysis and Interpretation and Publication of Third Research Paper
4 Months	Report Compilation and Thesis Writing

Target Conferences and Journals: Journal of Interactive Advertising; "Journal of Business Research; Computers in Human Behavior; International Journal of Advertising"; Academy of Marketing Science Annual Conference; Indian Marketing Conference.

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